

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear Chairman Powell:

I would like to remind my congressman and inform the other elected officials to whom this letter is being addressed that I offer my wholehearted support for the merger between Echostar and DirecTV. This merger is not like other mergers that reduce the number of competitors in a market. This merger will in fact add more competition by freeing up spectrum and allowing the larger satellite provider to offer local channels to ever DMA as well as other services such as high-speed Internet access and high definition television for the same price. This company can compete fairly with cable. Cable companies as you know may be many in number but they have an effective monopoly over the regions they cover. It is true that satellite alternatives such as Echostar, DirecTV and others exist but due to the sheer number of subscribers cable has it is able to negotiate better contacts with network providers yet they don't seem to be willing to pass this savings on to the consumer. This merged company will have access to the combined subscribers of the two separate companies giving it more of the bargaining power for network agreements that cable now enjoys. This new competition between Echostar and Cable would cause both companies to improve to earn market share therefore providing better service for the consumer in the long run. All of these points can be broken down into 3 basic themes

1. The new company will provide all Americans with equal access to high quality services such as Digital programming, high speed internet, and HDTV no matter how remote the location is.
2. The merged company would force cable to compete for its viewers more so than it currently does.
3. The long term effects of the competition between cable and Echostar will provide continued improvement in both services providing more choices for consumers.

I urge you to support this merger and I thank my congressman for his response to my first letter on this subject.

Sincerely,

Kallun Sheppard
1605 Delaware
Beaumont, TX 77703